MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BMK3024 – INTERNET MARKETING

(All sections / Groups)

6 OCTOBER 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page, excluding this cover page.
2. Essay questions. Answer ALL questions.
3. The total marks for this exam are **100 marks**.

Answer ALL questions.

Question 1

a) Describe the difference between organic and paid digital marketing strategies. (6 marks)

b) Provide examples of each and discuss their advantages and disadvantages. (14 marks)

Question 2

a) What is SEO (Search Engine Optimization)? (6 marks)

b) Explain how businesses can improve their SEO performance. (14 marks)

Question 3

a) Discuss the role of content marketing in a digital marketing strategy. (10 marks)

a) How can businesses create valuable and engaging content that resonates with their target audience? (10 marks)

Question 4

a) Explain the concept of marketing automation and its role in a digital marketing strategy. (10 marks)

b) How can businesses use marketing automation tools to streamline their processes and nurture leads? (10 marks)

Question 5

a) Discuss the ethical considerations in digital marketing strategies, including issues related to data privacy, transparency, and responsible advertising practices. (10 marks)

b) How can businesses ensure ethical conduct in their digital marketing efforts? (10 marks)

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